ABSTRACT

A method for referring a real estate buyer from a referring real estate broker to a listing real estate broker through a collective listing organization. The method includes the step of storing a plurality of real estate listings from the listing real estate broker in a database managed by the collective listing organization. Another step is displaying the plurality of real estate listings from the database to the real estate buyer through a broker web site associated with each referring real estate broker. An additional step is recording a personal showing time entered by the real estate buyer viewing the plurality of real estate listings. A further step is sending the personal showing time to the listing real estate broker. Yet another step is paying the collective listing organization a commission when the real estate buyer purchases real estate based on the personal showing time from the listing real estate broker.

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